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| Journal Name: | [**Journal of Economics, Management and Trade**](https://journaljemt.com/index.php/JEMT) |
| Manuscript Number: | **Ms\_JEMT\_138490** |
| Title of the Manuscript: | **Adoption of Marketing Strategies in Online Tutoring: A Systematic Literature Review** |
| Type of the Article | **Review Article** |

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| PART 1: Comments | | |
|  | Reviewer’s comment **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | **Author’s Feedback** (It is mandatory that authors should write his/her feedback here) |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** |  |  |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **No**   * Based solely on the title, it appears engaging and clearly emphasizes the focus of the research on 'A Systematic Literature Review' (SR) concerning the adoption of marketing strategies in online tutoring. However, upon reviewing the content, it becomes evident that the presentation of the research process and results does not align systematically or clearly with SR standards. If the current title is to be retained, it is essential that the methodology and findings sections be revised to conform to SR principles. Therefore, the title may remain as is, but the article content must be adjusted accordingly. | Suggested Alternative title: Adoption of Service Marketing Strategies among Freelance Online Tutors: A Systematic Literature Review |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | * Indicating that the study was conducted in Bacolod City may not align with the context of this research. In this case, the section 'Place and Duration of the Study' should reflect where the research data were sourced. Since this study is a systematic literature review, and as stated in the content that 'Peer-reviewed articles focusing on adopting marketing strategies in online tutoring were analyzed, encompassing diverse educational platforms and freelance practices across various global regions,' the 'Place' should be described as global regions rather than Bacolod City. * A minor revision is suggested: removing the citation from the abstract. | Revision was done in the Abstract of Original Manuscript. |
| Is the manuscript scientifically, correct? Please write here. | No.   * The title of this research explicitly states that it is a Systematic Literature Review (SR); however, the methodology section does not adequately present the systematic process typical of SR. For example, it does not specify the initial research questions, nor does it identify the inclusion and exclusion criteria for article selection. While the author mentions PRISMA, relevant details are missing—such as how many initial articles were retrieved using Boolean logic, what specific steps were taken in the screening process, and whether articles were filtered in sequence by title, abstract, and full text. Furthermore, the manuscript does not indicate how many articles were ultimately included for thematic analysis. * In conducting a SR, specifying the databases used is essential to demonstrate the quality level of the articles retrieved, as required by PRISMA guidelines. Although the author states, 'This systematic literature review employed a global scope, analyzing peer-reviewed journal articles,' the databases mentioned include Google Scholar and ResearchGate. These platforms, however, are not formal databases that inherently reflect article quality or peer-reviewed status, thus raising concerns about the reliability and consistency of the literature selection process. * he section titled 'Research Instrument' does not actually describe any instrument used in the study. Instead, it discusses a two-phase research process, which would be more appropriately placed under methodology or data analysis rather than under a heading suggesting the use of a specific research tool. * If this research aims to follow SR, the presentation of results should include a synthesis table along with the reference numbers of the articles selected through thematic analysis, organized according to the research questions (RQs). This step should precede the summarization of key findings drawn from the table. * When presenting results and discussion under a single heading, it is essential to clearly distinguish what constitutes the results and what comprises the discussion. The discussion should align with the results, referencing relevant literature and identifying any critical observations or implications that merit further discussion. For instance, in this study, where the author analyzes three types of marketing strategies—Referral Programs, Testimonials and Reviews, and Digital Marketing—across four categories of online tutoring (Subject-Based Tutoring, Coaching, Language Tutoring, Homework Assistance), it is not sufficient to merely present the results and discussion by group. The analysis should also compare across groups, indicating similarities and differences in how each marketing strategy is applied. These comparisons should be supported with explanations and contextualized using relevant literature. | The corrections were made in the original manuscript. |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** |  |  |
| Is the language/English quality of the article suitable for scholarly communications? | Yes | Yes, I agree. |
| Optional/General comments | If the journal does not impose space limitations, including a PRISMA diagram and a synthesis table referencing the reviewed articles would significantly enhance the clarity and rigor of the systematic review. | PRISMA and synthesis table are provided in the Manuscript.  Thank you for the comments. |

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| **PART 2:** | | |
|  | **Reviewer’s comment** | **Author’s comment** *(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Are there ethical issues in this manuscript?** | *(If yes, Kindly please write down the ethical issues here in details)* |  |